

100

104

EDITORIAL SYSTEM

WORKSTATION

106

110

BROWSER

118a

120

SERVER

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EDITORIAL DATABASE

150

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158

SINGLE PRODUCT DATABASE

160

LINK TO OTHER PRODUCTS

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170c

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MOVE TO PRODUCTION SERVERS

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WORKSTATION

116

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WEB SERVER

128

128a

128b

128c

128d

128e

128f

128g

128h

128i

128j

128k

128l

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128p

128q

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128fu

128fv

128fw

128fx

128fy

128fz

128ga

128gb

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128gd

128ge

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128gg

128gh

128gi

128gj

128gk

128gl

128gm

128gn

128go

128gp

128gq

128gr

128gs

128gt

128gu

128gv

128gw

128gx

128gy

128gz

128ha

128hb

128hc

128hd

128he

128hf

128hg

128hh

128hi

128hj

128hk

128hl

128hm

128hn

128ho

128hp

128hq

128hr

128hs

128ht

128hu

128hv

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128hy

128hz

128ia

128ib

128ic

128id

128ie

128if

128ig

128ih

128ii

128ij

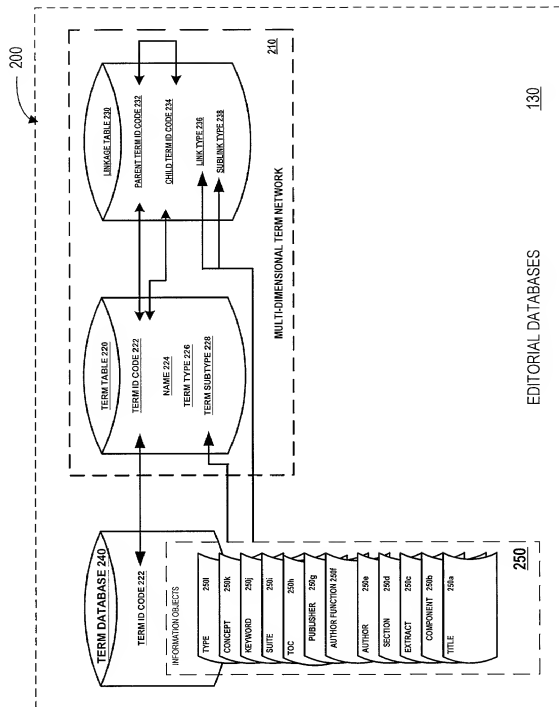


FIG. 2A

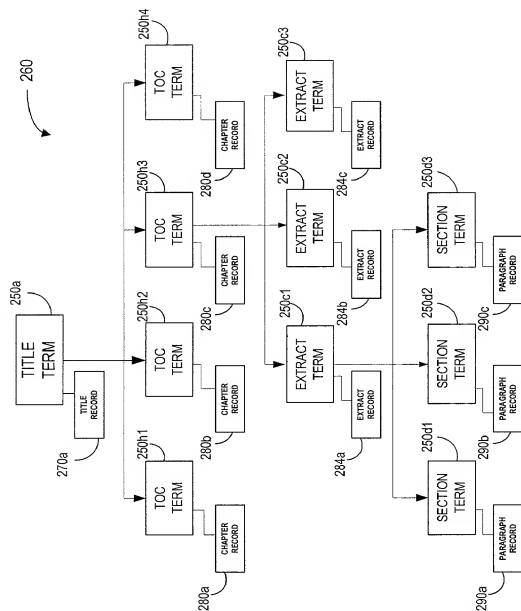


FIG. 2B

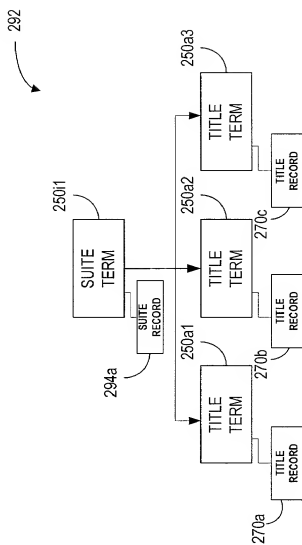


FIG. 2C

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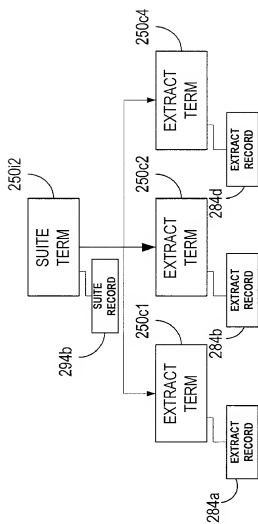


FIG. 2D

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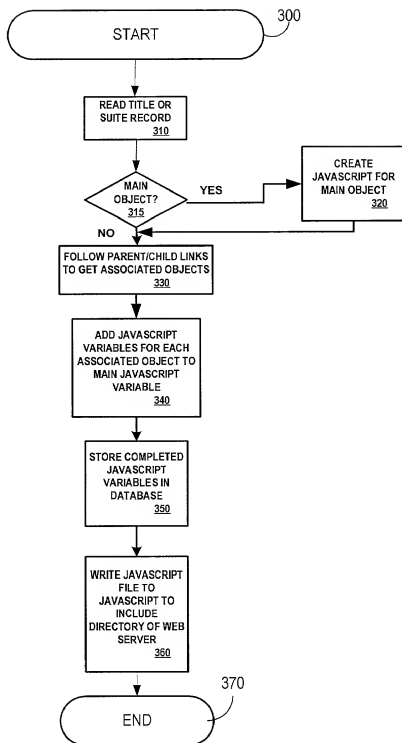


FIG. 3

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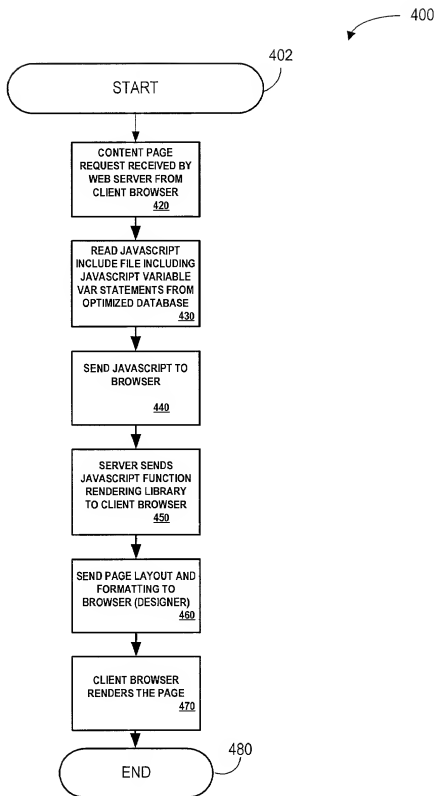


FIG. 4

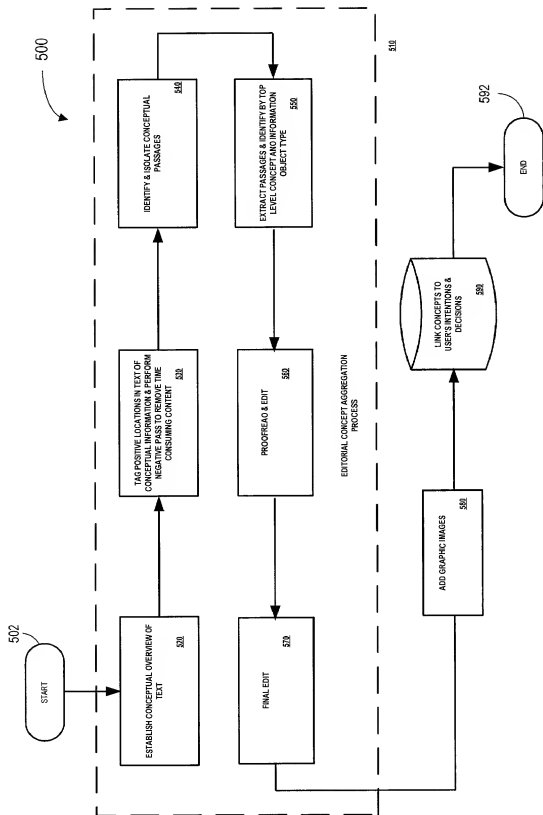
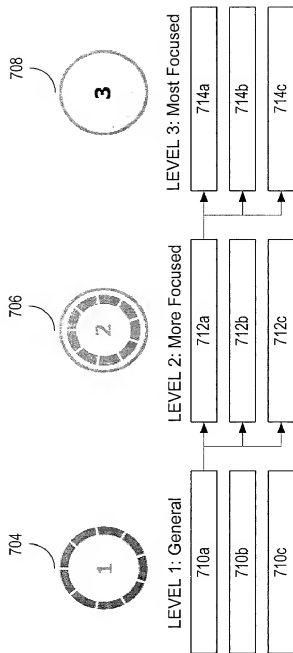


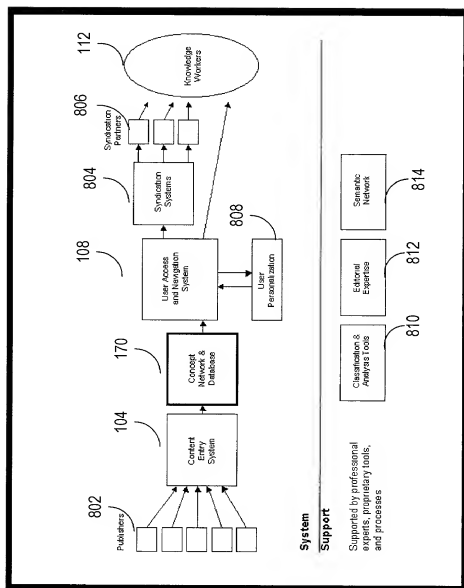
FIG. 5



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800



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FIG. 8

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900

902

904

906

908

Seduce

Transact

Accrete

Affiliate

Deliver the ideal preview
offer to the desktop

Convert browsers
to buyers while capturing
initial purchase profiles

Match smarter offers to
refined profiles for
multiple incremental sales

Drive subscriptions
and repeat revenues
through dynamic
personalization

Free

Micro-transaction

Repeat Purchase

Subscription and
regular use

Information Seduction System

FIG. 9